EndPlay

Your content. Intelligently rendered.

EndPlay's Business Intelligence at Work:

Growing Revenue, Expanding Marketing and Improving Customer Satisfaction

Table of Contents

EndPlay

Introduction

The significant investments pouring into Web properties continue to be driven by three primary objectives:

- Revenue growth

- Expansion of marketing influence

- Improved customer attraction, retention and satisfaction

But in order for current and future websites to become profitable business assets capable of monetizing site traffic on a sustainable basis, they must change their current status as "drive-by" destinations that consumers visit only sparingly. That's because today's site visitors scarcely resemble users from just two years ago. They expect Web experiences that provide deeply personalized content tailored to their fickle preferences. And they want these experiences packaged and presented with media-rich, highly interactive, real-time content. Anything short of this leads to site abandonment, which can damage a site's brand reputation and result in reduced engagement and monetization opportunities.

Faced with this reality, digital marketing executives and Web property owners are challenged by one of their most strategic decisions: the selection, adoption and deployment of the right Web Content Management (WCM) system capable of providing exactly what users need, when they need it, and on their choice device to access the Web.

Currently, Web properties are struggling with a considerable attainment gap between their desired and actual revenue, marketing influence and overall customer satisfaction. This is due in large part to the technical limitations of existing WCM tools that are, in many respects, a compilation of point products with a restricted scope of services further challenged by scalability limitations and management complexity. Because of these restrictions, monetization opportunities, site visitor loyalty and brand reach are being directly compromised every day.

There is a new, more pressing objective for next-generation websites: a fundamental transformation from a mere digital existence to a site that users come to depend on daily. Bridging this gap, however, requires a breakthrough in WCM technology that delivers in three primary areas:

- Business Intelligence

- Next-generation Architecture

- Intelligent Rendering

This white paper focuses on the Business Intelligence requirements of next-generation WCMs as realized in the EndPlay platform, a cloud-based WCM system featuring a highly extensible,

"Forrester's definition of Customer Experience Management (CXM): A set of solutions which enable the management and delivery of dynamic, targeted, consistent content, offers, products, and service interactions across digitally enabled consumer touchpoints."

EndPlay

service oriented architecture-based Web solution. Specifically, this white paper will concentrate on four key Business Intelligence components that establish the EndPlay platform as a transformative WCM solution:

- User engagement
- Business velocity
- Adaptive deployment
- Enhanced services

Optimizing User Engagement

Driving higher user engagement is the foundation of any successful digital strategy. And this, of course, begs the question "How?"

It all starts with reaching and attracting users with relevant content from multiple sources: mobile apps, broadcast news, social referrals, search engines and search engine marketing, online offers and coupons, email marketing, micro-blogging, offline events, promotions, advertising and affiliation programs. But once you have drawn site visitors from a variety of destinations, having a platform that supports substantial interaction becomes an imperative.

Interactivity has a direct correlation with retaining users for longer periods of time. And this in turn requires continually refreshed and relevant content that generates return visitors with "viral" referrals that can lead to geometric growth in traffic and monetization opportunities.

Attracting Users

To attract significantly greater numbers of site visitors, the EndPlay platform enables organizations to optimize the content of their Web properties for any device, whether it is a desktop Web browser, tablet or smartphone. EndPlay's Intelligent Rendering breakthrough makes adaptive content accessible from any device for more immediate and relevant user experiences.

In addition, the EndPlay platform integrates seamlessly with all major social media sites, including Facebook and YouTube. Multiple sites are accessible via single sign-on (SSO) so user-generated content (UGC) can be easily shared through widgets and "social graph" (the representation of relationships defined as personal, family or business communities on social networking websites) integrated into their Web properties.

EndPlay's platform also provides a venue for up-to-the-minute, hyperlocalized content that users can rely on as their trusted source for community-oriented information. This enables digital

"A new type of online CXM solution set is emerging from the components of multiple technologies — including WCM — in order to better support the creation and management of rich, interactive, multichannel experiences."

Stephen Powers, Forrester, July 13, 2011

EndPlay

marketing managers to leverage user registrations and communities of interest used by EndPlay sites to further personalize user experiences and capitalize on monetization opportunities through local offers and advertising.

Search Engine Optimization (SEO) tools are also built into the EndPlay platform, enabling organizations to leverage keywords, links and meta tags for improved visibility across various search engines and social sites.

Optimizing User Interaction

To improve site visitor interaction, EndPlay combines rich media (for example, video, high-resolution images and gaming), editorials, newsfeeds, user-generated content and user participation prompts such as polling, comment fields, and sharing. This provides users with opportunities to rate and share site content. EndPlay facilitates the sharing of assets between Web and social sites by supporting persistent Web sessions using either OpenID or social credentials, such as Facebook or Twitter. The platform also greatly simplifies how users contribute content such as videos, images and stories, which encourages more frequent submissions.

Greater interactivity is also made possible by the EndPlay platform's integrated toolset that enables Web producers to easily build timely polling and contests. And because of EndPlay's gaming expertise and powerful platform engine, unique games can be easily integrated into Web properties to drive further user interaction.

Improving Retention

To retain a larger base of users and ensure longer site visits, EndPlay maintains an elegant user interface for multiple form factors that fit any device while supplying visually arresting displays. Because site visitors are often impatient and prone to prematurely exit a poorly performing site, EndPlay maintains a high-performance delivery platform with elastic configuration and the ability to scale bi-directionally based on traffic, volume, seasonality and user actions. This enables the EndPlay platform to rapidly respond to Web requests and inquiries, irrespective of the content.

Relevant and geo-targeted content based on user preference and behaviors, continuously available anywhere on any device, is key to user retention. As users engage with greater frequency on sites powered by EndPlay, more behavioral and contextual data can be captured to serve more personalized content. Because of the EndPlay platform's flexibility, Web publishers can perform multivariate experimentation to quickly test markets to determine demand for products and services. With this ability to determine how Web assets influence site visitor behavior, Web properties can directly correlate content to retention.

Enhancing Site Returns

As a means of enticing users to return to an organization's site, EndPlay continually ensures that existing and updated content accommodates "social graph" on various sites such as Facebook, Twitter, and YouTube, as well as localized information such as news, sports and weather. This customized content can then be used to automatically program and distribute special offers, alerts or newsletters specific to user interests and preferences.

Maximizing Business Velocity for Optimal Productivity

The axiom "the only constant is change" is highly applicable to the Web 2.0 world. Practically speaking, websites must evolve from a static, document-oriented approach to a constantly changing rich-media content environment tailored to the needs of users and their Web experience in order to remain relevant. Today, there is a new imperative on "knowing thy site visitor" and developing dynamic websites that can be rapidly revised and updated in accordance with changing user needs and preferences.

This requires a next-generation WCM platform that accommodates business users and "power editors", while at the same time, greatly enhancing productivity with fewer resources. The EndPlay platform is built from the ground up to deliver on this "business velocity" principle.

All of the core technology and management is hosted by EndPlay at its SuperNAP data center via its SaaS platform, enabling clients to concentrate on their primary business: creating compelling and relevant content and monetizing their Web properties. The EndPlay platform features a robust and comprehensive core of WCM versioning and rollback capabilities comparable or superior to any commercial and/or open source offering. But its functionality goes well beyond these capabilities; the EndPlay platform contains significant built-in extensions that distance its offering from any other standalone point product on the market today.

These extensions include enterprise-class security features, Intelligent Rendering, and service oriented architecture-based Web services that essentially future-proof the platform, protecting customers from product re-designs and rollouts. As an extensible platform, EndPlay integrates with multiple components and third-party products through its powerful Application Development Kit (ADK).

To maximize the productivity of business users and content editors, workflow latency is dramatically reduced. This is made possible by a rich array of highly intuitive surf and edit tools, dynamic drag and drop features, a pre-publication staging environment and pre-built modules for fast site development. The platform also provides a role-based production environment to control a contributor's access to authorized areas of a website, a fast and responsive user interface, an embedded and customizable workflow framework and mobile publishing support to create content where tablet and smartphone publishing applications are available.

Improved productivity is also driven by industry best practices that elegantly simplify WCM operations. This includes simplified search of Web assets, seamless integration of content sources (such as video, social site content, images, games, sports and weather information, commerce, advertising and promotions), media types and delivery platforms, and role-customized dashboards with built-in intelligence, including activity feeds through graphical reporting and analytics.

"…the WCM market is growing based on customer experience management (CXM) needs, including multichannel delivery, content targeting, analytics, and integration with other CXM technologies."

Stephen Powers, Forrester, July 13, 2011

EndPlay

Adaptive Deployment for Maximum Growth

The rapid rate of change in Web services requires nimble planning for growth. Without the ability to adapt quickly to changing market conditions, organizations can find themselves at a significant disadvantage resulting in diminishing user engagement, brand relevance and monetization opportunities. That is why a partnership with EndPlay provides forward-thinking organizations with a significant advantage by enabling them to design their sites for optimal and flexible usage and to deploy solutions as needed with no downtime. EndPlay also enables its customers to scale resources as business needs dictate through the elasticity of its cloud-computing infrastructure.

From a design perspective, EndPlay enables rapid site designs and refreshes without complex or burdensome coding. The platform provides a "design studio" with real time WYSIWYG (what you see is what you get) capabilities to accommodate power editors as well as occasional content contributors.

For flexible deployment, site changes can be made without any downtime. This "on-demand release" capability is made possible by EndPlay's highly elastic, scalable and available cloud environment. With "five nines" availability, the hosted EndPlay platform supports the most demanding businesses' 24/7 operational needs.

With the EndPlay cloud infrastructure, companies can adjust their resources on demand to align with their continually changing website needs. This includes scaling in response to seasonality and business trends. For example, holiday seasons or commemorative weekends are busier periods requiring additional capacity and resources to address customers' online inquiries and transactions, expeditiously and accurately. Customers can leverage EndPlay's elastic platform and/or client service resources around the clock as needed.

In addition, the platform is designed and field-tested to accommodate multi-stations, multi-tenants, multi-platforms and multi-brands. This enables clients to leverage a single code base through EndPlay's elastic cloud platform to support broadcast, radio, print, social media, local and mobile content sources. It also enables them to promote multiple products and services under multiple brand names while preserving their brand equity and promoting brand awareness.

Adaptability is another key attribute of the EndPlay platform. Designed with an open service-oriented architecture (SOA), the platform is able to incorporate and integrate new technology, such as live video streaming and capture, that can be rendered on any screen or device.

Finally, to provide organizations with the best chance of monetizing site growth through increased ad revenue, new Ecommerce opportunities, syndication and paid content, as well as localized sponsorships, the EndPlay platform delivers highly searchable content capabilities.

EndPlay™

Enhanced Services

Applying a customer-centric framework to WCM is essential to attracting and retaining users, as well as monetizing their engagement. This requires enhanced services that deliver:

- Personalized user experiences
- A laser focus on greater customer loyalty
- Business analytics that provide real-time and historical perspectives and intelligence that is immediately actionable

EndPlay's platform is purpose-built to deliver a highly personalized end-user experience that deepens with each visit by providing access to increasingly relevant content anytime, anywhere and on any device courtesy of its Intelligent Rendering technology. Single sign-on is supported to facilitate simplified navigation to this content.

To optimize customer loyalty and satisfaction, EndPlay helps organizations develop their sites with high-quality and timely content. This can improve a site's reputation as a source of authority, leading to higher volume audiences and monetization opportunities. In addition, these capabilities can help sites offer social equity and affiliation programs to increase site visitor participation, user-generated contributions and additional opportunities for monetization.

EndPlay assists customers with their content strategy through internal and external sources. Internal content includes editorials, blogs, video and images. External content includes various feeds such as breaking news, sports, weather, lifestyle stories and social media. User generated content including blogs/microblogs, videos, images, comments, ratings and rankings are also supported. All of these forms of content drive higher user interaction that is key to improving customer satisfaction.

For greater user participation and contribution, the EndPlay platform can be leveraged to implement customer loyalty programs such as a reward system and special offers/discounts for users that are frequent contributors.

Among the most strategic enhanced services provided by the EndPlay platform are historical and real-time analytics that help digital marketing executives gain a granular understanding of site visitor behavior. Historical analytics focus on page views, click-throughs, transactions and referrals. Real-time analytics focus on tracking, rating and elevating the most trafficked elements of a site to realize immediate monetization opportunities.

EndPlay analytics consider how consumers ingest and interact with programmatic content. These analytics play a vital role in helping organizations adjust to the speed and relevancy of programmatic content ingestion and the dramatic evolution of consumer consumption as a means of developing a superior understanding of their site visitors.

EndPlay

Conclusion

Today's digital culture provides Web property owners with unprecedented monetization opportunities. But success or failure in capitalizing on these opportunities will depend largely on how organizations go about attracting, engaging, retaining and understanding their audiences.

With the right WCM strategy in place, Web properties can reach their full potential to monetize their audiences and elevate brand loyalty and equity.

About EndPlay

EndPlay is a leading software-as-a-service (SaaS) provider of Web content management (WCM) solutions to enterprise customers in media, entertainment and education. The company's Intelligent Rendering technology is at the core of its evolving architecture and platform. Its Intelligent Composition technology provides the ability to generate and distribute compelling content from and to virtually any user device. Its Intelligent Monetization platform enables customers to generate a variety of revenue opportunities through an enhanced user experience.

EndPlay serves over 750 million page views per month, making it one of the top 50 Web properties in the U.S. based on traffic volume. In the media marketplace, EndPlay customers access local markets with 53% of U.S. households, reaching an unduplicated 15% of the U.S. Internet population and operating in 15 of the top 20 designated market areas (DMA) in the United States.

EndPlay delivers 24/7 customer service and is expanding its geographic reach into Europe and Asia, while extending its technical capabilities and product portfolio across a diverse range of industry segments.

EndPlay is headquartered in Los Angeles, Calif., with offices in Florida and New Jersey.

For Further Information

Email

Sales – sales@endplay.com
Client Support – support@endplay.com
Client Services – solutions@endplay.com

Telephone

310.947.8411 or 855.EndPlay (U.S. Toll-Free)

Company Headquarters

5870 W. Jefferson Blvd., Studio H, Los Angeles, CA 90016

EndPlay